

## THE NEW JEWETT IS ON BROADWAY

Paige-Detroit Co. Showing  
Latest Creation of the  
Paige Factory.

Automobile Row was introduced to the newest car creation yesterday when the Jewett made its appearance at the Paige-Detroit showrooms, Broadway and Fifty-third street. This new six cylinder touring model with a 50 horse power motor puts a new high standard car on the market at a price that would have been considered impossible even in previous days. That the public was anxious to see the car was very evident; before it had been on view in the Paige rooms half an hour hundreds of visitors had approved its trim lines and important features. Simultaneously the new production was installed in the Paige Brooklyn showroom, 1275 Bedford avenue, where its advent caused just as much of a sensation as it did in Manhattan.

Quality is represented by the upholstery, this being of heavy black leather, plated over deep springs; by the one piece crown fender and nickel rimmed drum type head lamps, as well as by the handsome outside door handles, a large plate glass window in the rear, the built-in transmission lock and oversize cord tires.

Close examination of the chassis of the car bears out the exterior appearance of quality. The frame is made up of channel side members six inches deep and united by four sturdy cross members. The weight of the car in front rests on ball bearings in the heads of the front wheel splines, making steering almost effortless. Spiral bevel gears transmit the power of the motor to the rear wheels.

Of course the dominating feature of the chassis is the big six cylinder 34x35 inch Paige built motor. The 50 horsepower of this smart engine is transmitted to the rear through a plate clutch of new design and smooth action is possible without frequent adjustment. A drive shaft, tubular in construction to eliminate whipping, and all metal universal transmit power to the rear axle. The rear set of springs are 54 inches long, semi-elliptic in design and forged from alloy steel, practically insuring buoyant and smooth riding qualities to the car. All brakes are actuated and the emergency acts through the rear differential, automatically compensating the tendency to skid on slippery roads.

### TEMLAR CO. IS SOUND FINANCIALLY

The Templar Motors Company of Cleveland, Ohio, has been successfully refinanced and is now prepared to go ahead with a very ambitious production program.

George S. Morrow, president of the Morrow Motors Corporation, the Templar distributor here, received last week from M. F. Bramley, president of the Templar organization, the following reassuring message:

"Templar has just successfully closed a syndicate made up of Templar stockholders sufficient to buy up every outstanding note or account and refinance the plant, leaving the company otherwise free of all debt of every kind and description.

Dealers! The automobile editor will be pleased to "try out" your car in a short demonstration and report the results of the trip in these columns. A line from you is all that is necessary.

## The Benz Is a Thoroughbred



By BURTON S. BROWN.

In order that our readers may have first hand information on the performance of cars of various makes and prices we have arranged for a series of demonstrations in which the automobile editor will drive the various cars in traffic on familiar hills and over other well known routes in the metropolitan district and report on what they do. This information will be valuable to all car owners or prospective owners because it will cover all kinds of driving conditions on familiar ground.

Harold Baran, the Benz dealer at 209 West Fifty-seventh street, asked us to try out the new 16-50 Benz the other day. A photograph of the car is shown above. The Benz is a four-door sedan, fitted to the chassis and 500 pounds of cement was carried on the rear deck. This car has a 50 H. P. engine with high speed six cylinders cast in blocks of three. The bore and stroke are 3 1/2 x 5 1/2 and the piston displacement is 257.35 cubic inches. It has two Benz Zenith carburetors of the horizontal type functioning together attached directly to the cylinder blocks, eliminating the intake manifold. There are four speeds. The wheel base is 137 inches. This new Benz is not a stunt car, but a thoroughbred for all-around work. It is admirably suited for both city use and the long tour. It throbbles down to four miles an hour in "fourth" and turns in a forty foot street. It has the comfort that goes with a splendid spring suspension and is smooth and quiet at all speeds. The chassis weighs 2425 pounds with tires.

This car has a fast pick up and ample power to meet all requirements. It pulls with surprising power in "fourth," being able to take the 153d street hill from Riverside in high with a "run for it." One is impressed at all times with the apparent reserve power the car has for the exceptional condition. It is easy to drive and steer because of its fine balance and the high grade quality of workmanship that has gone into its construction.

### THE RICKENBACKER.

This car gave us a decided thrill. It is a new car built by veterans of the automobile industry and as a performer is decidedly "there." James Hunt, the Rickenbacker dealer in the Fisk Building, furnished us with a regular stock touring model for \$1,485 f. o. b. Detroit. Five years ago one would have laughed at anybody who said a car the price of the Rickenbacker could do the things it does.

The thing about the Rickenbacker that impressed us most was the absence of vibration at all speeds. Two flywheels are responsible for this pleasing condition. "The car is good for better than sixty miles an hour at any time and you can make forty miles an hour in second speed with a smoothness that is astonishing.

We drove this car up the 153d street hill in high gear even after slowing down to five miles an hour half way up to let a truck pass. From the half way mark the car climbed steadily at a two-mile an hour rate to the top without the least evidence of a "laboring engine."

We started from the bottom of Abbey Hill in high gear at ten miles an hour. At the first turn we were doing fifteen miles, at the second twenty miles and at the third, which is the beginning of

the steepest grade, twenty-five miles. Here we slowed down to eight miles an hour, still in high, of course. When she was given the gas the car immediately picked up and was going at the rate of twenty-five miles an hour taking the last turn, and at forty miles an hour at the top.

Fort George Hill, despite very bad traction, was easy in high gear at fifteen miles an hour all the way. This was a fine exhibition of steady pulling. Still in high gear we slowed down to two miles an hour and drove several blocks with the speedometer fluttering between the two and four mile marks.

To complete the demonstration and try out the fifty-seven and a half inch semi-elliptic springs we went down on Eleventh avenue which is very rough and drove at twenty-five miles an hour over the roughest spots. The car was astonishingly comfortable over this hard going.

### RIPPETH COMPANY WILL SELL ELCAR

One of the important agency arrangements that has been made in the New York territory this season is the appointment of the Rippeth Motor Car Company, 159 Broadway, as the metropolitan distributor for the Elcar.

Although the Elkhart Carriage and Motor Car Company has been producing this car for nearly eighteen years and have been building fine vehicles for twice this length of time, it is only recently that they decided to expand their selling scope to include the eastern territory.

Benjamin R. Rippeth, one of the members of the firm of the Rippeth Motor Car Company has been engaged in the automobile business in New York for the past twelve years and is regarded as an expert in this line. The new agency has a very attractive sales room on Broadway at Fifty-sixth street and also maintains a well equipped machine shop and service department at 204 West Forty-ninth street.

A complete line of the various models of the Elcar is now being displayed. One of the outstanding features of the car is the fact that all models are sold completely equipped. The famous Continental Red Seal six cylinder motor, Delco ignition, Timken bearings, Warner transmission and clutch, are a few of the standard and universally popular units employed in the Elcar. Open models sell for \$1,350.

### FIATS MAKE FINE -SHOWING IN CONTEST

That European motorists are again becoming interested in races and contests was shown by the 646 mile sealed bonnet contest from Paris to Nice under the auspices of the Automobile Club of Nice. This event was run under rules somewhat similar to those of the Automobile Club of America.

Of the sixteen starters, comprising all types of cars, one fell out on the first stage, another met with an accident on the last stage, two others had to break their seals and were penalized, and twelve checked in at Nice with perfect scores. The successful machines comprised a team of three 10 horse power standard four passenger Fiats, driven by Rouillard, Bradley and Mouzin, a Vermorel, De Dion Bouton, Itala, Cadillac, two Voisins, a Peugeot, Farman and a Lancia.

## HERE IS THE REAL BATTERY SERVICE

Just what is automobile storage battery insurance? This question has been debated by motor car owners for years, and with the untold argument never has been settled. In an effort to clarify the situation a manager of one of the Willard battery service stations in New York city was asked to give his views.

"It's strange," said the Willard man, "how many car owners when they go to buy a storage battery to-day insist on having a paper 'guaranty' with it and think they are getting something of value."

"With the Willard there is no such 'paper.' The buyer of the Willard battery, or the owner of the car so equipped—192 manufacturers of automobiles now specify this type as standard—is assured of twenty-four months of actual service. If the battery under ordinary usage does not give proper service the owner is entitled to an adjustment in proportion to the time he has used same. For instance, if only three months service has been given the owner would get a larger adjustment percentage than if his battery had run twelve or eighteen months. In other words, the adjustment is based on service."

"The local Willard service stations have put into effect a two years' adjustment policy which they feel will be of great interest to Willard battery users. Under this policy the owner of a Willard battery will be entitled to an adjustment on the purchase of a new battery provided his original one has not given him two years of service. Such a policy will permit the Willard owner to cash in from the very first day."

"Standard CO. HAS A FINE NEW LINE OF CARS"

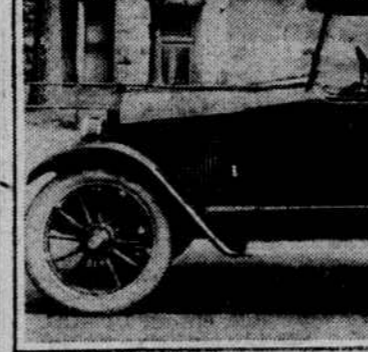
Standard Motor Car Company, Inc., of Pittsburgh has brought out a new series of the Standard eight, designated as the Sterling model. Types included in the new series are the four and seven passenger touring car, the roadster, the coupe, sedanette, sedan and vestibule sedan.

Improved lines and qualities of luxury in riding are embodied in the new Sterling Standard. Another important feature is the airplane system of motor lubrication. It eliminates the half filled crankcase, all oil being supplied to cylinders, pistons and internal mechanism by a suction feed pipe leading from an oil reservoir entirely apart from the engine itself. Oil is drawn in through one pipe, distributed by force of a simple gear pump, returned to the reservoir, cooled and filtered before it again makes a forced circuit through the motor.

### Emergency Leak Repair.

In cases of real emergency a handful of cornmeal poured into a leaking radiator will often serve to stop the leak. The meal settles in and about the hole, drawn there by suction and serves as a temporary repair. However, when it comes time to make a permanent repair, there may be some difficulty in getting the corn meal out of the water system, and the best thing to use is steam or water under pressure, which will force the granules out.

### Newest Durant Creation



To the line of Durant automobiles there has been added a sport roadster, constructed about the standard Durant chassis and definitely suggesting the spring joys of country club and open road. It is the newest Durant creation and is now on exhibition at the Broadway showrooms of the Portner Motor Car Company.

The Durant sport roadster is a two passenger car, with racy, sweeping lines and an unusual amount of leg room. The model on display is dark blue, with the characteristic Durant striping.

A notable feature in the new car's design is the size and utility of its rear compartment. It will close easily over two well filled golf bags. It would accommodate a small trunk or the usual gear of a camping tour.

But with all its capaciousness it does not interrupt the graceful sweep of the stream line nor give surface indications of its size.

## Has Big Show

Herman N. Karp announces the re-opening of Iceland on Broadway, between Fifty-second and Fifty-third streets, on Tuesday, April 11, as the world's largest used motor car sales room, with the greatest assembly of used motor cars ever shown, comprising the best of foreign and domestic makes.

Mr. Karp, who is one of the pioneers in the automotive industry, having been established since 1902, had the following to say of his exhibit: "Never in my long association with the industry have I been able to gather such a large and wonderful selection of the higher class of used motor cars. I have devoted the last six months to the assembly and preparation of these models. My success in former years has been largely due to the fact that every car we sold was under a written guaranty, and this selling plan will again be instituted this year."

"In former years buyers of used cars have had to use extraordinary care in selecting their cars, as the impression was prevalent that all such cars were no longer useful to their owners. Conditions, however, have changed, business methods have progressed."

### STANDARD CO. HAS A FINE NEW LINE OF CARS

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## WILLYS-OVERLAND MAKES MANY SALES

With the right car at the right price the public to-day is not only ready to buy but is buying. That is what they will tell you at the New York branch of Willys-Overland, Inc., at Fifth Street and Broadway. As conclusive evidence they have a sales record for the month just ended of 825 cars actually sold and delivered, with a goodly number still on the books on which delivery could not be made for lack of cars.

They are smiling up at Willys-Overland, not only at the record breaking figures for March but at the prospect for an even bigger month for April.

"This is not just a local condition," says Sales Manager Stewart. "The factory reports that practically every section of the country is buying Overlands and Willys-Knights in record breaking numbers."

### Along the Row

Donald McLean, who has been identified with the sale of high grade cars for a number of years and has been associated with the Stevens-Duryea Company since its reorganization in 1920, has been named manager of the New York branch of the company at 1872 Broadway.

"The possibilities of community automobile tours promises new delights for the owner of an automobile, and enthusiastic motorists are taking up this mode of group travel," says George Stowe, vice-president of the New York Motor Car Company of New York. "Expense is less, for supplies can be bought in large quantities and carried by trucks such as our speed wagons, which, incidentally, have been widely used for this purpose, eliminating the discomfort of carrying baggage and supplies in individual cars. The informality of camping out, the social enjoyment generated from the group spirit, the pleasure of vacationing with friends and of making new acquaintances, all are appreciated by those who have made trips with the modern caravan."

An interesting new accessory recently put on the New York market is the Clymer window blind spotlight, which is attached to any car in a few minutes. A small hole is drilled through the windshield, and a small lamp is attached to the inside of the glass, housing the ball joint, grip the glass and actually strengthen the windshield. No rattles are possible. The connection is water tight. The brightly polished aluminum grip handle control is always inside—right at your finger tips, protected from the elements.

A spring with tension on the ball, holds the lamp firmly in whatever position you place it. A touch of the thumb on the handle switch turns the light on or off. The lamp throws a powerful ray, projected by a highly polished reflector. It is fitted in black with nickel trimmings. Four feet of cord is furnished with each light. J. H. Prichard, manager of the Windshield Spotlight Company, has established headquarters at 3180 Broadway and wants distributors.

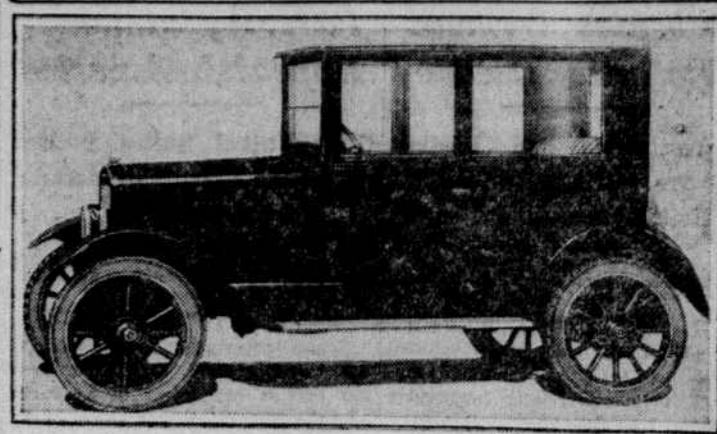
The new Standard Eight price schedule shows important reductions which, according to Don C. McCord, vice-president and general manager, are made possible through the fact that every vital unit in Standard construction is produced complete in Standard Steel Car Company factories. The seven passenger touring, four passenger touring and two passenger roadster, formerly selling for \$3,400 f. o. b. Pittsburgh, now sell for \$2,500. The four passenger coupe and four passenger sedanette, formerly selling for \$4,500, now sell for \$3,100 and \$3,000, respectively. The sedan has been reduced from \$4,800 to \$3,200 and the vestibule sedan from \$5,000 to \$3,350.

New prices on its various models have been announced by the Noma Motor Corporation, whose factory is at 155 Avenue D. The new prices are as follows: Speedster, \$2,000; four-seater, \$2,100; six passenger, \$2,200; sedan, \$2,300. At the recent automobile show Noma displayed a new sedan made with an all aluminum body and with the interior finished entirely in American walnut.

Since the Noma is manufactured in this city there is no freight to pay, delivery is immediate and purchasers have the additional advantage of an opportunity to talk with factory executives regarding individual preferences as to details.

Count Massini won the famous Targa-Florida race in Italy with a Mercedes car. This is one of the most severe and dangerous road races held abroad. Cliff Elser, president of the Daimler Mercedes Automobile Company, Inc., West Forty-third street, received a cable to this effect last week.

## The New Gray for \$490



Prices for the new Gray car, which is being manufactured by the Gray Motor Corporation, were made public last week by Albert Hirst, president of Albert Hirst Motor Company, Inc. They are: Touring model, \$490; coach, \$760; chassis, \$420.

Speculation as to the final "price tags" of the Gray car has been keen since Mr. Klingenstein announced plans for the manufacture of a low priced automobile.

The smooth, powerful four cylinder motor, built in the Gray shop, embodies all the skill and experience which for fifteen years has made Gray engines standard the world over. Timken

axles and Timken bearings throughout indicate the same high quality for these important units.

Riding comfort never before approached in a light car has been secured by the specially designed alloy steel springs. Quarter semi-elliptic springs in front and double springs of the same type in the rear smoothly absorb all minor road irregularities and greatly check the annoying rebound. This makes possible a degree of comfort over rough roads almost incredible as compared to previous standards.

Headquarters here have been opened at Seventy-second street and Amsterdam avenue.

## IMPORTANT NOTICE

I am in a position to save you hundreds of dollars on NEW MOTOR TRUCK CHASSIS of PROMINENT STANDARD MAKE sold under the manufacturers' full warranty and service guarantee.

These chassis are available in three sizes—guaranteed for three, four or five ton pay load and can be furnished in practically any length frame or wheel base—some are especially adaptable for BUS work, also CONTRACTORS' dump body jobs.

For all particulars and details of this unusual opportunity

Address R 617 Herald, 280 Broadway.

## Americas Smartest Car

The ROAMER  
Custom built  
to your order

ROAMER motor cars are an investment—not a mere purchase of a conventional automobile. In speed, a champion of champions—holding no less than six world's stock chassis records—all achieved in a single day.

In construction and design, singularly distinctive and individual—with the buyer's privilege to choose his own color scheme of finish and trim.

### ROAMER SALES CO.

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EVERYWHERE

MORE than a year of planning to improve and to prove every plan—then the big idea—to have the Finer Dort "certified" by the public.

Committees of disinterested citizens thoroughly tested it in every part of the country—then came word from East, West, North and South—"A car that out-classes all cars of its price class"—"the wonder of the automobile world"—O. K. everywhere.

That is what we mean when we call the Finer Dort a "certified" car.

### Astonishing Prices

Model 19 Touring, \$ 865  
Model 14 Roadster, 865  
Model 19-T Sedan, 1115  
Model 19-T Coupe, 1165  
Model 19-S Sedan, 1445  
Model 14-C Coupe, 1315  
Light Delivery Car, 825  
Dated Wheels optional on 19-S Sedan—14-C Coupe. Twenty dollars extra on all other passenger car models.  
All prices f. o. b. factory

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DORT  
a Certified Car

DORT MOTOR CAR CO., INC.

Broadway at 58th Street. Tel. Circle 5465

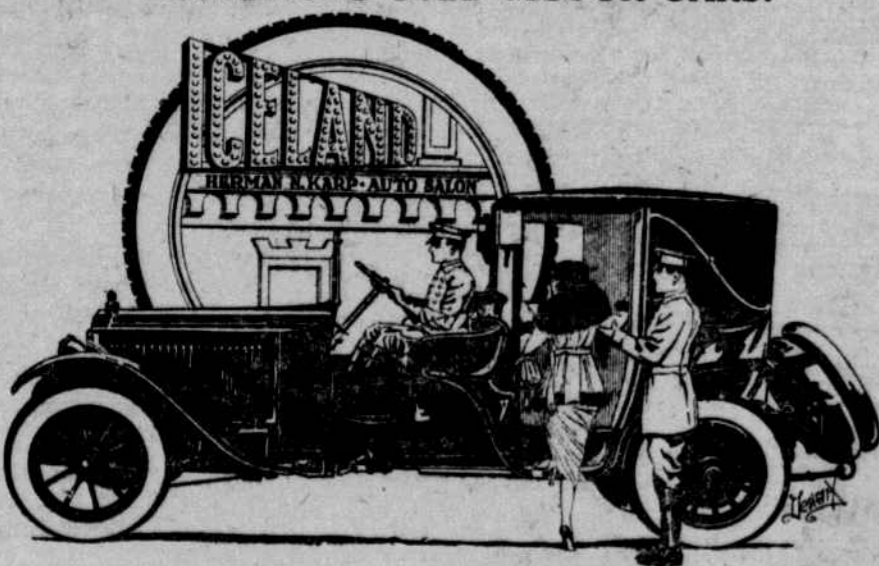
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THE LARGEST SHOWROOM IN THE WORLD  
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Can Be Arranged.

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EVENINGS

## Buick's New Record

In the month of March the New York Branch of the Buick Motor Company sold and delivered 1515 Buick automobiles valued at \$2,576,309.30.

This is a new record for any one month during the fourteen years the New York Branch of the Buick Motor Company has been in business and is the largest month's business ever done by any automobile distributor, except Ford.

### Quality Cars Always Sell

Buick cars are the standards by which all automobiles are measured.

The knowledge gained in the development of our service system, while we have been building up the largest automobile business in New York, is worth every prospective purchaser's most careful consideration.

## BUICK MOTOR COMPANY

Division of General Motors Corporation

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Flatbush Ave. at 8th Ave. Broadway and 55th St. 497 Broad Street  
FACTORIES, FLINT, MICH.

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